



## USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 12/16 thru 12/22.

(prices in dollars per carton)

Fri. Dec 16, 2005

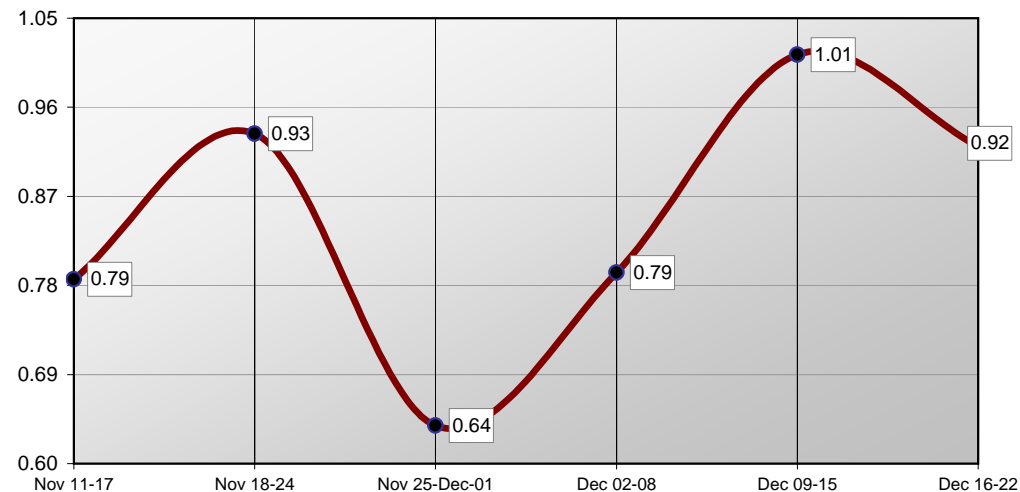
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		35.1% of 16,700 stores				28.0% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack			210	0.95			1,030	1.46
	White 18 pack	60	1.09	880	1.34			820	1.21
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	310	1.04	840	0.94	40	0.79	440	0.80
SPECIALTY	White 18 pack	60	1.00	1,530	1.38			560	0.99
	Brown 12 pack							160	1.67
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			960	3.15			380	3.76
	OMEGA-3								
LARGE	White 12 pack	630	2.28	870	2.23	110	1.99	930	2.39
	Brown 12 pack			140	2.99	390	2.20	600	2.26
	CAGE-FREE								
	White 12 pack								
	Brown 12 pack			1,240	2.48	310	2.25	1,710	2.29
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				3,890		3,050		Large Eggs on	
Specialty Shell Eggs				3,840		4,430		Dec-12-2005	
Total (including Medium)				7,730		7,560		479.6	
Special Rate 4/:				3.2%		8.0%		down 2%	

5/: Inventory in thousands of 30-dozen cases.

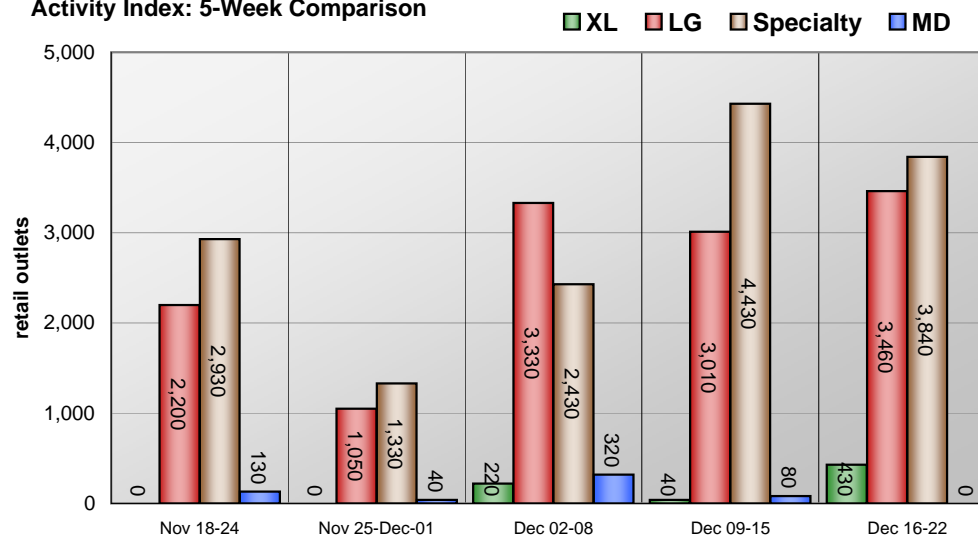
### Shell Egg Featuring - 12/16 thru 12/22

Over all feature activity this week is about the same on both regular shell eggs and specialty eggs. However, when compared to last week, regular egg feature price levels are up, whereas those for specialty eggs declined. Extra large regular egg promotions increased over last week. Medium ads were hard to find. Although Omega-3 eggs continue to maintain a steady pace, there is a significant increase on USDA Organic brown eggs.

### Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



### Activity Index: 5-Week Comparison



### Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		46.4% of 3,800 sampled outlets Activity Index = 3,460 (includes Medium)						28.1% of 5,000 sampled outlets Activity Index = 1,630 (includes Medium)						37.2% of 2,400 sampled outlets Activity Index = 900 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.95	10	0.95										0.88	20	0.88
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.59	50	1.59	0.67 - 1.49	460	1.01	0.88	50	0.88	0.67 - 0.88	80	0.82	0.88 - 1.00	210	0.94	0.69 - 1.00	300	0.87
	White 18 pack				1.29 - 1.67	150	1.63	1.00	40	1.00	0.99 - 1.50	1,230	1.34				0.99 - 1.50	50	1.45
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.99 - 4.98	530	3.64				2.69	80	2.69				2.29	190	2.29
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	1.99 - 2.50	630	2.28	1.99 - 2.50	810	2.26				1.99	20	1.99				1.99	10	1.99
	Brown 12 pack				2.99	140	2.99												
	CAGE-FREE																		
	White 12 pack				2.50 - 3.29	680	2.83				2.00	130	2.00				2.00 - 2.50	120	2.48
	Brown 12 pack																		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		27.7% of 2,600 sampled outlets Activity Index = 500 (includes Medium)						14.1% of 2,000 sampled outlets Activity Index = 340 (includes Medium)						88.0% of 900 sampled outlets Activity Index = 900 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99	10	0.99				0.99	80	0.99				0.69 - 0.99	110	0.92
	White 18 pack				0.99	90	0.99	0.99	50	0.99	0.99 - 2.50	210	2.23	1.58	10	1.58	0.88 - 1.50	560	1.09
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack																		
	White 18 pack	1.00	20	1.00	1.00 - 1.50	100	1.41												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.29	40	2.29										2.99	120	2.99
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				2.00	20	2.00										0.99	10	0.99
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.00	220	2.00										1.79	90	1.79
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

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